



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

National Media
815 Slaters Lane
Alexandria, VA 22314

Contract # 326398

Schedule Dates 08/11/12-08/17/12

Advertiser Republican National Committee (9117)

Agency National Media (2711)

Product Political - Issue (1068)

Brand 2990 RNC (134920)

Salesperson Telerep/Philadelphia, Philadelphia (1057)

Sales Office Telerep/Philadelphia

Buyer Name ANGLE,BEN

Phone/Fax /

CPE 20/442/2990

Account Types National/Political

Billing Type Standard

Comments

Date Entered 08/10/12

Last Modified 08/10/12

Entered By Jill Hipskind

CO-OP No

Headline # 06272741

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$4,507.50

Net Total \$25,542.50

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Aug. 2012

Grand Total:

Spots

21

Rate \$30,050.00

21

\$30,050.00

RNC 8/11
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
REPUBLICAN NATIONAL COMMITTEE

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/17/12-08/17/12	2	:30	12:05A- 12:35A (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	ABC-NITELINE<	8/10/12
2.0	Normal Line / Spot	08/17/12-08/17/12	3	:30	5P- 5:30P (EST)						1			1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	EYEWIT NWS 5	8/10/12
3.0	Normal Line / Spot	08/17/12-08/17/12	2	:30	5:30A- 6A (EST)						1			1	\$550.00	\$550.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/10/12
4.0	Normal Line / Spot	08/13/12-08/13/12	2	:30	11:35P- 12:05A (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	ABC-NITELINE<	8/10/12
5.0	Normal Line / Spot	08/13/12-08/13/12	3	:30	5P- 5:30P (EST)		1							1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	EYEWIT NWS 5	8/10/12
6.0	Normal Line / Spot	08/13/12-08/13/12	2	:30	5:30A- 6A (EST)		1							1	\$550.00	\$550.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/10/12
7.0	Normal Line / Spot	08/13/12-08/13/12	3	:30	5P- 6:30P (EST)		1							1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	EYEWIT NWS 6	8/10/12
8.0	Normal Line / Spot	08/13/12-08/13/12	2	:30	6:58P- 7:30P (EST)		1							1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	INSIDE EDITION	8/10/12
9.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	6A- 7A (EST)						1			1	\$800.00	\$800.00	Charlotte (WSOC)	EYE NW SA MORN1	8/10/12
10.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	7A- 8A (EST)						1			1	\$800.00	\$800.00	Charlotte (WSOC)	EYE NW SA MORN2	8/10/12
11.0	Normal Line / Spot	08/16/12-08/16/12	2	:30	11:35P- 12:05A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	ABC-NITELINE<	8/10/12
12.0	Normal Line / Spot	08/16/12-08/16/12	2	:30	5A- 5:30A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/10/12
13.0	Normal Line / Spot	08/16/12-08/16/12	3	:30	5P- 5:30P (EST)				1					1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	EYEWIT NWS 5	8/10/12
14.0	Normal Line / Spot	08/14/12-08/14/12	2	:30	5A- 5:30A (EST)		1							1	\$550.00	\$550.00	Charlotte (WSOC)	EYE-SAM DAYBRK	8/10/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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15.0	Normal Line / Spot	08/14/12-08/14/12	3	:30	6P- 6:30P (EST)		1							1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	EYEWIT NWS 6	8/10/12
16.0	Normal Line / Spot	08/14/12-08/14/12	2	:30	6:58P- 7:30P (EST)		1							1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	INSIDE EDITION	8/10/12
17.0	Normal Line / Spot	08/15/12-08/15/12	3	:30	5P- 5:30P (EST)			1						1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	EYEWIT NWS 5	8/10/12
18.0	Normal Line / Spot	08/15/12-08/15/12	2	:30	5:30A- 6A (EST)			1						1	\$650.00	\$650.00	Charlotte (WSOC)	EYE-5AM DAYBK	8/10/12
19.0	Normal Line / Spot	08/15/12-08/15/12	3	:30	6P- 6:30P (EST)			1						1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	EYEWIT NWS 6	8/10/12
20.0	Normal Line / Spot	08/15/12-08/15/12	2	:30	6:58P- 7:30P (EST)			1						1	\$2,100.00	\$2,100.00	Charlotte (WSOC)	INSIDE EDITION	8/10/12
21.0	Normal Line / Spot	08/14/12-08/14/12	3	:30	5P- 5:30P (EST)		1							1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	EYEWIT NWS 5	8/10/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

AUG10/12 12.3
*** WSOC-TV ***

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PROGRAM : EYEWIT NWS 5
RA35-64 : 3.0
CON COM1 : EYEWIT NWS 5
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REP HEADLINE# 6272741
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1124
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG10/12 12.3
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			530A-600A PROGRAM : EYE-5AM DAYBRK RA35-64 : 2.3 CON COM1: EYE-5AM DAYBRK	30		\$650.00	8/17	8/17	1		FRI	1
4			1135P-1205A PROGRAM : ABC-NITELINE< RA35-64 : 2.4 CON COM1: ABC-NITELINE<	30		\$1,200.00	8/13	8/13	1		MON	1
5			500P-530P PROGRAM : EYEWIT NWS 5 RA35-64 : 3.0 CON COM1: EYEWIT NWS 5	30		\$1,800.00	8/13	8/13	1		MON	1
6			530A-600A PROGRAM : EYE-5AM DAYBRK RA35-64 : 2.3 CON COM1: EYE-5AM DAYBRK	30		\$650.00	8/13	8/13	1		MON	1
7			600P-630P PROGRAM : EYEWIT NWS 6 RA35-64 : 4.2 CON COM1: EYEWIT NWS 6	30		\$2,100.00	8/13	8/13	1		MON	1
8			700P-730P PROGRAM : INSIDE EDITION RA35-64 : 5.0 CON COM1: INSIDE EDITION	30		\$2,100.00	8/13	8/13	1		MON	1
9			600A-700A PROGRAM : EYE NW SA MRN1 RA35-64 : 1.8 CON COM1: EYE NW SA MRN1	30		\$800.00	8/11	8/11	1		SAT	1
10			700A-800A PROGRAM : EYE NW SA MRN2 RA35-64 : 2.4 CON COM1: EYE NW SA MRN2	30		\$800.00	8/11	8/11	1		SAT	1

REP HEADLINE# 6272741
*** ORIGINAL REV#D ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG10/12 12.3
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			1135P-1205A PROGRAM : ABC-NITELINE< RA35-64 : 2.4 CON COM1 : ABC-NITELINE<	30		\$1,200.00	8/16	8/16	1	2	THU	1
12			500A-530A PROGRAM : EYE-5AM DAYBRK RA35-64 : 1.9 CON COM1 : EYE-5AM DAYBRK	30		\$650.00	8/16	8/16	1	2	THU	1
13			500P-530P PROGRAM : EYEWIT NWS 5 RA35-64 : 3.0 CON COM1 : EYEWIT NWS 5	30		\$1,800.00	8/16	8/16	1	3	THU	1
14			1135P-1205A PROGRAM : ABC-NITELINE< RA35-64 : 2.4 CON COM1 : ABC-NITELINE<	30		\$1,200.00	8/14	8/14	0	2	TUE	0
15			500A-530A PROGRAM : EYE-5AM DAYBRK RA35-64 : 1.9 CON COM1 : EYE-5AM DAYBRK	30		\$650.00	8/14	8/14	1	2	TUE	1
16			500P-530P PROGRAM : EYEWIT NWS 5 RA35-64 : 3.0 CON COM1 : EYEWIT NWS 5	30		\$1,800.00	8/14	8/14	1	3	TUE	1
17			600P-630P PROGRAM : EYEWIT NWS 6 RA35-64 : 4.2 CON COM1 : EYEWIT NWS 6	30		\$2,100.00	8/14	8/14	1	3	TUE	1
18			700P-730P PROGRAM : INSIDE EDITION RA35-64 : 5.0 CON COM1 : INSIDE EDITION	30		\$2,100.00	8/14	8/14	1	2	TUE	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			1135P-1205A	30		\$1,200.00	8/15	8/15	0		WED	0
PROGRAM : ABC-NITELINE< RA35-64 : 2.4 CON COM1: ABC-NITELINE<												
20			500P-530P	30		\$1,800.00	8/15	8/15	1		WED	1
PROGRAM : EYEWIT NWS 5 RA35-64 : 3.0 CON COM1: EYEWIT NWS 5												
21			530A-600A	30		\$650.00	8/15	8/15	1		WED	1
PROGRAM : EYE-5AM DAYBRK RA35-64 : 2.3 CON COM1: EYE-5AM DAYBRK												
22			600P-630P	30		\$2,100.00	8/15	8/15	1		WED	1
PROGRAM : EYEWIT NWS 6 RA35-64 : 4.2 CON COM1: EYEWIT NWS 6												
23			700P-730P	30		\$2,100.00	8/15	8/15	1		WED	1
PROGRAM : INSIDE EDITION RA35-64 : 5.0 CON COM1: INSIDE EDITION												
AUG/12 30050.00												CONTRACT TOTAL 30050.00
												TOTAL SPOTS 21

MARKET TOTALS \$150,250 WSOC 20% WBTV 28% WCNC 15% WCCB 36% WJZY 0% WMYT 0% WAXN 1% CABL 0%

PANTHERS PRESEASON BOOKED ON WCCB

SVC- NSI
DEMOS- RA35-64*